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PTO/SB/21 (12/97)
Approved for use through 9/30/2000. OMB 0651-0031
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

8 sector

TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application No.	09/970,545	
	Filing Date	October 3, 2001	
	First Named Inventor	Robert L. Parker	
	Group Art Unit	2152	
	Examiner Name	Not Assigned	
Total Number of Pages in This Submission		Attorney Docket Number	42390P11137

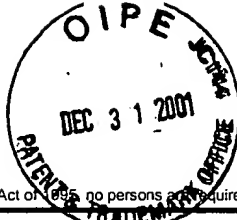
ENCLOSURES (check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form <input checked="" type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Response <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input checked="" type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition Routing Slip (PTO/SB/69) and Accompanying Petition <input type="checkbox"/> To Convert a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Small Entity Statement <input type="checkbox"/> Request for Refund	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Additional Enclosure(s) (please identify below): <div style="border: 1px solid black; padding: 5px; margin-top: 5px;"><ul style="list-style-type: none">- Dec/POA signed- PTO Form 1533- Check for \$130.00- Return Receipt Postcard</div>
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Paul A. Mendonsa, Reg. No. 42,879 BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP
Signature	
Date	November 19, 2001

CERTIFICATE OF MAILING/TRANSMISSION			
I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class mail with sufficient postage in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231 on: <div style="text-align: right;">November 19, 2001</div>			
Typed or printed name	Deborah L. Higham		
Signature		Date	November 19, 2001

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

Please type a plus sign (+) inside this box



PTO/SB/17 (12/99)
Approved for use through 09/30/2000. OMB 0651-0032
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE
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FEE TRANSMITTAL for FY 2000

Patent fees are subject to annual revision.

Complete if Known

Application No.	09/970,545
Filing Date	October 3, 2001
First Named Inventor	Robert L. Parker
Examiner Name	Not Assigned
Group/Art Unit	2152
Attorney Docket Number	42390P11137

TOTAL AMOUNT OF PAYMENT (\$) 130.00

METHOD OF PAYMENT (check one)

1. ☒ The Commissioner is hereby authorized to credit any overpayments to:

Deposit Account Number: 02-2666
Deposit Account Name: Blakely, Sokoloff, Taylor & Zafman LLP

☒ Charge Any Additional Fee(s) Required Under 37 CFR §§ 1.16, 1.17, 1.18 and 1.20.

☐ Applicant claims small entity status. See 37 CFR 1.27.

2. ☒ Payment Enclosed:

☒ Check ☐ Credit card ☐ Money Order ☐ Other

FEE CALCULATION

1. BASIC FILING FEE

Large Entity	Small Entity	Fee Code	Fee (\$)	Fee Description	Fee Paid
		101	740	Utility filing fee	
		106	330	Design filing fee	
		107	510	Plant filing fee	
		108	740	Reissue filing fee	
		114	160	Provisional filing fee	

SUBTOTAL (1) (\$)

2. EXTRA CLAIM FEES

Large Entity	Small Entity	Fee Code	Fee (\$)	Fee Description	Fee Paid
		103	18	Claims in excess of 20	
		102	84	Independent claims in excess of 3	
		104	260	Multiple Dependent claim, if not paid	
		109	84	**Reissue independent claims over original patent	
		110	18	**Reissue claims in excess of 20 and over original patent	

SUBTOTAL (2) (\$)

FEE CALCULATION (continued)

3. ADDITIONAL FEE

Large Entity	Small Entity	Fee Code	Fee (\$)	Fee Description	Fee Paid
		105	130	Surcharge - late filing fee or oath	130.00
		127	50	Surcharge - late provisional filing fee or cover sheet.	
		139	130	Non-English specification	
		147	2,520	For filing a request for reexamination	
		112	920*	*Requesting publication of SIR prior to Examiner action	
		113	1,840*	*Requesting publication of SIR after Examiner action	
		115	110	Extension for response within first month	
		116	400	Extension for response within second month	
		117	920	Extension for response within third month	
		118	1,440	Extension for response within fourth month	
		128	1,960	Extension for response within fifth month	
		119	310	Notice of Appeal	
		120	310	Filing a brief in support of an appeal	
		121	270	Request for oral hearing	
		138	1,510	Petition to institute a public use proceeding	
		140	110	Petition to revive - unavoidable	
		141	1,240	Petition to revive - unintentional	
		142	1,280	Utility issue fee (or reissue)	
		143	460	Design issue fee	
		144	620	Plant issue fee	
		122	130	Petitions to the Commissioner	
		123	130	Petitions related to provisional applications	
		126	180	Submission of Information Disclosure Stmt	
		581	40	Recording each patent assignment per property (times number of properties)	
		146	710	Filing a submission after final rejection (37 CFR 1.129(a))	
		149	710	For each additional invention to be examined (37 CFR 1.129(b))	
		179	740	Request for Continued Examination (RCE)	
		169	900	Request for expedited examination of a design application	
Other fee (specify)					
Other fee (specify)					
* Reduced by Basic Filing Fee Paid					
SUBTOTAL (3) (\$)					130.00

SUBMITTED BY

Complete (if applicable)

Name (Print/Type)	Paul A. Mendonsa	Registration No. (Attorney/Agent)	42,879	Telephone	(503) 684-6200
Signature	<i>Paul A. Mendonsa</i>	Date	11/19/01		

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2039.

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

ROBERT L. PARKER

Application No.: 09/970,545

Filed: October 3, 2001

For: **PRESENTATION OF PERSONALIZED MERCHANDISE IN AN
ELECTRONIC COMMERCE TRANSACTION USING VISUAL
MATCHING**Commissioner for Patents
Attention: Box Missing Parts
Washington, D.C. 20231**RESPONSE TO NOTICE TO FILE MISSING PARTS OF APPLICATION**

Sir:

In response to the Notice to File Missing Parts of Application mailed November 6, 2001, please find enclosed:

- (1) a duly executed Declaration and Power of Attorney with respect to the above-referenced patent application;
- (2) a check in the amount of \$130.00 in payment of the surcharge of 37 CFR § 1.16(e);
- (3) a copy of the Notice to File Missing Parts of Application;
- (4) substitute drawings and specification in compliance with 37 CFR 1.84 (if required); and
- (5) request for corrected filing receipt (if required).

If any additional fee is required, please charge Deposit Account No. 02-2666. An extra copy of the Fee Transmittal is enclosed for deposit account charging purposes.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

Dated: November 19, 2001

A handwritten signature in dark ink, appearing to read "Paul A. Mendonsa".

Paul A. Mendonsa, Reg. No. 42,879

12400 Wilshire Blvd., 7th Floor
Los Angeles, California 90025
Telephone: (503) 684-6200

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage in an envelope addressed to: Assistant Commissioner for Patents, Attention: Box Missing Parts, Washington, D.C. 20231 on: November 19, 2001.

A handwritten signature in dark ink, appearing to read "Deborah L. Higham".

Deborah L. Higham

11/19/01

Date



UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS
UNITED STATES PATENT AND TRADEMARK OFFICE
WASHINGTON, D.C. 20231
www.uspto.gov

APPLICATION NUMBER	FILING/RECEIPT DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
09/970,545	10/03/2001	Robert L. Parker	42390P11137

08791
BLAKELY SOKOLOFF TAYLOR & ZAFMAN
12400 WILSHIRE BOULEVARD, SEVENTH FLOOR
LOS ANGELES, CA 90025



CONFIRMATION NO. 1369

FORMALITIES LETTER



OC000000007032309

Date Mailed: 11/06/2001

NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

Filing Date Granted

An application number and filing date have been accorded to this application. The item(s) indicated below, however, are missing. Applicant is given **TWO MONTHS** from the date of this Notice within which to file all required items and pay any fees required below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

- The oath or declaration is unsigned.
- To avoid abandonment, a late filing fee or oath or declaration surcharge as set forth in 37 CFR 1.16(l) of \$130 for a non-small entity, must be submitted with the missing items identified in this letter.
- **The balance due by applicant is \$ 130.**

*A copy of this notice **MUST** be returned with the reply.*

Thang

Customer Service Center

Initial Patent Examination Division (703) 308-1202

PART 2 - COPY TO BE RETURNED WITH RESPONSE

01/02/2002 SHINASS1 00000053 09970545

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